



SHIFTING SANDS



Grand Commander's Message Alhambra Membership Drive

The Order of Alhambra has announced a new membership drive with the initials of MAM: More Alhambra Members.

New members are the lifeblood of any organization. The Order wants to attain a membership of 2,000 members as it has done in the past. Porto # 104 also needs new members to ensure that our efforts will continue to thrive in the future. Based on the current Porto # 104 roster, the average age of our members is 60. While many of us believe that we are still in the prime of our lives, the reality is that our membership is ageing. We simply are not bringing in enough new members to ensure that our caravan will thrive in the future.

What can we do? I would like to suggest three easy steps to solve this conundrum:

1. **Prospect:** I would ask each member to identify three potential new members. This goal is easy to attain if we simply look among our friends, business associates, relatives and fellow parishioners. Parents of children who attend special education programs in the diocese make excellent member prospects. Anyone who is associated with the 12 charities that received grants from us at the recent Charity Awards Dinner are also excellent member candidates.

2. **Outreach:** Please reach out to your prospective new members and explain the joint mission of Porto # 104 and Porto Charities, Inc. Our new video does an excellent job of telling our story and demonstrating the positive impact that we have in our local community. Don't hesitate to ask for help from any board member if a prospect would like more information on our organization than you are comfortable in providing.

3. **Convert:** Please ask your member prospects to attend one of our events on a complimentary basis. Our last event of the school year will be the Porto Derby that will be held on Saturday, May 5. While we do not have any organized events during the summer, we have several fun and interesting events in the fall.

It is never too early to actively recruit new members. As noted in the slogan for the Alhambra Membership Drive – ***Membership Success Begins With The Next New Member!***

Thank you!

Grand Commander Bill Mundy